

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

MRS. BEATTY'S GLADIOLI

You may give Mrs. Beatty credit for the wonderful Gladiola Bulbs that we are going to furnish you this year. She has been growing Gladioli for 15 years, and there are very few who are better judges of color, style, and beauty than she. Her bulbs are grown in light sand, which produces an extraordinarily clean and healthy bulb. *To introduce these bulbs, we are going to send them to you on a positive guarantee that they will please you, or your money back. If you are not perfectly satisfied when you inspect your bulbs, just return them to us, and get your money.*

Below are descriptions of the varieties which Mrs. Beatty has selected. You will find all the colors of the rainbow.

DESCRIPTIONS AND PRICES OF VARIETIES

ALICE TIPLADY: A grand, large primulinus of most beautiful orange saffron. Very choice. Each 15c; six 75c; dozen \$1.35.

ANNA EBERIUS: Deep, velvety purple; throat deeper shade. Large flowers on tall spike. Don't fail to order this one. Each 20c; six \$1.00; dozen \$1.80

BYRON L. SMITH: A most refined lavender-pink on white ground. Each 25c; six \$1.25; dozen \$2.25.

CRIMSON GLOW: Very fine crimson. Large flowers. The best and largest red. Each 25c; six \$1.25; dozen \$2.25.

MRS. DR. NORTON: La France-pink with canary throat. Very popular. Each 20c; six \$1.00; dozen \$1.80.

EVELYN KIRTLAND: Rosy-pink, darker pink at edges, fading to shell-pink in throat with scarlet blotches in lower petals. Each 15c; six 75c; dozen \$1.35.

FERN KYLE: Large ruffled flower of finest creamy-white color. In a class by itself. Each \$4.00; six \$20.00; dozen \$36.00.

MRS. FRANK PENDLETON: One of the very finest. Light pink (sometimes nearly white) with a great blotch of richest carmine-red in the throat. Wide-open large flower. Strong grower. Each 10c; six 50c; dozen 90c.

GOLDEN MEASURE: A most beautiful yellow. In a class by itself. Each 60c; six \$3; dozen \$5.40.

HERADA: Large blossoms of beautiful mauve. Very striking. Each 15c; six 75c; dozen \$1.35.

JEWEL: Pink with lemon-yellow throat. A most striking "Glad." Each 35c; six \$1.75; doz. \$3.15.

LE MARECHAL FOCH: Beautifully shaded pink with large flowers. Each 10c; six 50c; dozen 90c.

L'IMMACULEE: Pure white on long spike. Very fine. Each 15c; six 75c; dozen \$1.35.

LOVELINESS: Very large and strong of growth. Tall, handsome spikes of light cream colored flowers. Each 15c; six 75c; dozen \$1.35.

LOUISE: Very large, well-opened flower measuring five to six inches in diameter. Color fine bright-blue lavender with wine-colored blotch. Strong, rank grower. Each 20c; six \$1.00; dozen \$1.80.

MAIDEN'S BLUSH: Most beautiful pink. Blooms earliest of all. Each 15c; six 75c; dozen \$1.35.

MARIE KUNDERD: A most wonderful white, with soft, pink line in center of lower petals. Blooms early. Each \$1.25; six \$6.25; dozen \$11.25.

MR. MARK: The best real blue. Light blue with darker blotch. From Holland. Each 20c; six \$1.00; dozen \$1.80

PANAMA: Magnificent large pink. Blooms wide-open and wax-like. A favorite with all. Each 10c; six 50c; dozen 90c.

PEACE: A grand white flower. Very large with delicate lilac feathering on lower petals. Tall, strong grower. Each 10c; six 50c; dozen 90c.

PRINCE OF WALES: The very choicest of all salmon varieties and one of the best of all gladioli. Early as well as beautiful. A winner. Each 15c; six 75c; dozen \$1.35.

ROSE: Large, showy flowers of a pure deep rose-pink with deep red throat blossoms. Each 15c; six 75c; dozen \$1.35.

SCARLLANO: Large, bright-red, very attractive. Each 40c; six \$2.00; dozen \$3.60.

SCHWABEN: New variety of great beauty. Clear canary-yellow shading to sulphur with a touch of red in throat. One of the best yellows. Each 10c; six 50c; dozen 90c.

WAR: Deep, brilliant red. Strong grower with large wide-open flowers. Sold a few years ago at \$1.00 per bulb. Each 15c; six 75c; dozen \$1.35.

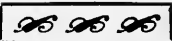
A WORD ABOUT ORDERING

When making out your order for Mrs. Beatty's Gladioli, remember that it will be handled by the same efficient organization that handles Kellogg Thorobred Strawberry Plants. You may make it on the reverse of this sheet, or on the regular order blank with your order for Strawberry Plants, etc. Bulbs will be shipped as soon as your conditions and ours are favorable. Send all orders to

R. M. KELLOGG Co., Three Rivers, Michigan



GLADIOLI ORDER BLANK



Booked		Acknowledged		Our No.	
O. K'd. by		R. M. Kellogg Company Three Rivers, Mich.			Aggregated
Verified by					Copied
Name				Do not write in this space	
<i>Very Plain in Ink</i>					
P. O.		State			
Rural Route No. or Street and No.					
Town for Express			Zone		

Quantity	VARIETY	PRICE		Do Not Write in This Column	
		Dollars	Cents		
	Alice Tiplady				
	Anna Eberius				
	Byron L. Smith				
	Crimson Glow				
	Mrs. Dr. Norton				
	Evelyn Kirtland				
	Fern Kyle				
	Mrs. Frank Pendleton				
	Golden Measure				
	Herada				
	Jewel				
	Le Marechal Foch				
	L' Immaculee				
	Loveliness				
	Louise				
	Maiden's Blush				
	Marie Kunderd				
	Mr. Mark				
	Panama				
	Peace				
	Prince of Wales				
	Rose				
	Scarllano				
	Schwaben				
	War				
	Gladdest Glad Garden				
Total Amount of Order					

See Reverse of This Sheet for Descriptions and Prices of Varieties

Notice to Customer:

In order to assist me in selecting the proper varieties for you, please mark an X below in the square opposite the kind of soil you have; and it will also help me if you will mark another X to indicate your soil altitude; and still another, under the heading "Soil Exposure", to indicate the way your soil lies. It is not absolutely necessary that you give me the soil altitude and soil exposure, but it will help me if you do.

Mr. Beatty:

I am indicating the kind of soil I have below. Please use this information in selecting my plants.

TYPE OF SOIL

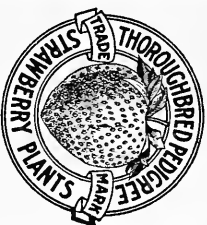
- ☐ Sandy Soil ☐ Clay Soil
☐ Sandy Loam ☐ Black Soil

SOIL ALTITUDE

- ☐ High Soil ☐ Low Soil

SOIL EXPOSURE

- ☐ Level ☐ Rolling
☐ Northern Slope ☐ South'n Slope
☐ Eastern Slope ☐ West'n Slope



MEMBERSHIP BLANK

KELLOGG'S SPARE TIME PROFIT CLUB

F. E. BEATTY, PRES.

R. M. KELLOGG COMPANY,
THREE RIVERS, MICHIGAN.

Please enroll me as a member of Kellogg's Spare Time Profit Club in the grade that I have marked with an X below. It is understood that you will send me the proper number of plants, as well as the "Key to Strawberry Profits" and a Dibble for setting; and you are to answer my questions regarding my strawberry work whenever I have occasion to write you, and otherwise comply with the terms of your agreement. I enclose remittance of \$_____ herewith.

(Name) _____

(Rural Route or
Street and Number) _____

(City) _____

(State) _____

STRAWBERRY CLUB

- ☐ Grade A, 1 acre, price -----\$68.00
☐ Grade B, $\frac{1}{2}$ acre, price -----\$34.00
☐ Grade C, $\frac{1}{4}$ acre, price -----\$17.00

RED RASPBERRY CLUB

- ☐ Grade A, 1 acre, price -----\$37.80
☐ Grade B, $\frac{1}{2}$ acre, price -----\$18.90
☐ Grade C, $\frac{1}{4}$ acre, price -----\$ 9.45

KELLOGG'S SPARE TIME PROFIT CLUB

BIG PROFITS—BIG PRIZES

Give me part of your spare time and your earnest effort and I'll tell you how to make money.

Making More Money! That's what you are interested in, and I want to tell you in all seriousness that there is no secret for making money. The whole thing hinges on your knowing an opportunity, accepting the opportunity, and your desire and determination to "get there". You can have anything you want if you want it badly enough to make the effort to get it, but you can't get it without effort.

I am going to offer you an opportunity through KELLOGG'S SPARE TIME PROFIT CLUB to make money, but I value your intelligence and your judgment too highly to try to lead you to believe that you can make a big profit from Kellogg Thorobred Plants without any effort on your part.

You can grow Kellogg Strawberries the Kellogg Way without experience, but you can't grow them without effort.

Anyone who tries to lead you to believe that you can make a big roll of money without any of your own effort is trying to *get* your money instead of trying to *help* you make money. We do NOT belong to that class.

Selling plants is only a part of our business; the other part is rendering service, helping you in every way we can, and considering and serving your interest from every

angle that we can, just as we would want to be considered and served if the deal were turned around.

KELLOGG'S SPARE TIME PROFIT CLUB was organized for the sole purpose of beating all previous records with Kellogg Thorobred Plants, and these plants already have a record of over \$2,000 per acre. But I will not be satisfied unless the members of this club beat that record.

And they are going to beat that record.

A few years ago \$50 profit from a Kellogg Garden was exceptionally big, but when we offered a cash prize on a certain garden of *only 250 plants*, here's how the profits leaped:

Mrs. John H. Ragle, Woodlake, California, made \$280.00; Homer D. Etherton, LeRoy, Illinois, made \$218.10; W. T. Furrow, Vicars Switch, Virginia, \$162.00; Harry J. Burns, Cookstown, New Jersey, \$194.60; T. C. Cook, Leaksville, N. C., \$135.36; and Nora Scott, Hartwell, Georgia, \$187.50. And I could give you a lot more, but this is enough to show what can be done with Kellogg Thorobreds and your own earnest effort.

Please remember that this garden contained *only 250 plants*, and that these profits were made by men, women, boys and girls in one fruiting season, and the second year's profit is as large and sometimes larger than the first. These big increased profits were due to our cash prize offer *and now we are going to make you a still bigger offer.*

HERE'S MY PROPOSITION

I want to furnish you with enough Kellogg Thorobred plants to set $\frac{1}{4}$ acre, $\frac{1}{2}$ acre, or 1 acre of land, with 1 acre the limit. And whether you start with $\frac{1}{4}$ acre or 1 acre, it will be enough to convince you that there is BIG MONEY in Kellogg Strawberries.

It is understood that I am to have the privilege of selecting the varieties for you, because I am confident that I can make a better selection than you can, and I am sure that this will be to your advantage. We will dig the plants—fresh from the fields—pack them properly, and ship them to you at the proper time for

planting in the spring; and we will send you a dibble for setting the plants, FREE. Also a book of instructions.

The members producing the three largest yields will get *their money back, and an equal amount with it.* To make this more clear, suppose you take the acre selection, which would cost you \$68, and your acre would produce the largest yield; you would get back your original \$68 and another \$68 with it, or a total of \$136.

If you take the half acre selection, which would cost you \$34.00, and your half acre should produce the largest yield in 1926, you would get back your original \$34.00 and another \$34.00 with it, or a total of \$68.00. The same method of awarding prizes applies to the quarter acre selection; that is, there is one prize for the quarter acre contestants, one for the half acre, and one for the acre. These prizes will be awarded for the biggest yields produced during the season of 1926, which will be the first fruiting season.

In case two or more members should tie for highest yield, the full amount of the prize will be awarded to each.

These big cash prizes are worth your special effort, but whether you hit the high mark or not, your special effort insures you a big profit. Those who hit the highest mark will be just that much ahead of the rest, that's all.

FILL IN THE BLANK

To become a member, simply fill in the membership blank below, mark an X in the square opposite the acreage and number of plants you wish to start with, indicate the kind of soil you have in the panel at the left, enclose your remittance, and leave the rest to me. I'll select an assortment of varieties that will mate perfectly and that will assure you the biggest crop of the finest berries that can be grown.

I promise to do my part, now you do yours. Accept this opportunity. Join Kellogg's Spare Time Profit Club Now.

PRICES OF MEMBERSHIPS

(It should be remembered that the price of your membership is really only the price of enough plants to set $\frac{1}{4}$ acre, $\frac{1}{2}$ acre or 1 acre of land. When you remit your membership fee, that means you will be booked for a "Cracker-Jack" of a selection of Kellogg Thorobreds which will be shipped at the proper time in the spring; together with a dibble for setting, and a copy of the "Key to Strawberry Profits" FREE).

Grade A Membership, 1 acre (8,000 plants)	-----	\$68.00
Grade B Membership, $\frac{1}{2}$ acre (4,000 plants)	-----	\$34.00
Grade C Membership, $\frac{1}{4}$ acre (2,000 plants)	-----	\$17.00

Cuthbert Red Raspberry Club

We are also going to make the same proposition on Kellogg's Cuthbert Red Raspberries, which already have a record of more than \$1,200 per acre in a three acre test. It will be easy to beat this record because we are going to furnish you a higher grade of plants, and because of the prize offer. The prize winners get their money back and an equal amount with it the same as in the strawberry contest.

(Set these plants 6 feet each way and grow in hills. Plants are furnished at the rate of 1,200 per acre. Cultural methods furnished each member.)

Grade A Membership, 1 acre (1,200 plants)	-----	\$37.80
Grade B Membership, $\frac{1}{2}$ acre (600 plants)	-----	\$18.90
Grade C Membership, $\frac{1}{4}$ acre (300 plants)	-----	\$ 9.45

(TEAR OFF HERE)

Notice to Customer:

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Mr. Beatty:

I am indicating the kind of soil I have below. Please use this information in selecting my plants.

TYPE OF SOIL

- | | |
|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> Sandy Soil | <input type="checkbox"/> Clay Soil |
| <input type="checkbox"/> Sandy Loam | <input type="checkbox"/> Black Soil |

SOIL ALTITUDE

- | | |
|------------------------------------|-----------------------------------|
| <input type="checkbox"/> High Soil | <input type="checkbox"/> Low Soil |
|------------------------------------|-----------------------------------|

SOIL EXPOSURE

- | | |
|---|--|
| <input type="checkbox"/> Level | <input type="checkbox"/> Rolling |
| <input type="checkbox"/> Northern Slope | <input type="checkbox"/> South'n Slope |
| <input type="checkbox"/> Eastern Slope | <input type="checkbox"/> West'rn Slope |



MEMBERSHIP BLANK

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(Name) _____

(Rural Route or
Street and Number) _____

(City) _____

(State) _____

STRAWBERRY CLUB

- | | | |
|---|-------|---------|
| <input type="checkbox"/> Grade A, 1 acre, price | ----- | \$68.00 |
| <input type="checkbox"/> Grade B, $\frac{1}{2}$ acre, price | ----- | \$34.00 |
| <input type="checkbox"/> Grade C, $\frac{1}{4}$ acre, price | ----- | \$17.00 |

RED RASPBERRY CLUB

- | | | |
|---|-------|---------|
| <input type="checkbox"/> Grade A, 1 acre, price | ----- | \$37.80 |
| <input type="checkbox"/> Grade B, $\frac{1}{2}$ acre, price | ----- | \$18.90 |
| <input type="checkbox"/> Grade C, $\frac{1}{4}$ acre, price | ----- | \$ 9.45 |

Please Read This Page Carefully Before Making Out Your Order

Mail us your order at the soonest possible moment. The sooner it is mailed the more certain you are of getting the varieties ordered. We nearly always sell out of some varieties and if you wait until late in the season to order, you may be disappointed.

If you have no order blank, you may send your order in the form of a letter and we will copy it on an order blank when it arrives, but please use the order blank if you have one as this saves us a great amount of office work. If you order by letter please write plainly and use as few words as possible.

Our strawberry plants are tied in bunches of 25 each. We do not furnish less than 25 plants of any strawberry variety and plants of each strawberry variety must be ordered in exact multiples of twenty-five, that is, 25, 50, 75, 100, etc.

Leave this to us; we receive weather reports daily from all parts of the United States and Canada and can ship at the proper time for your locality if you order early enough. In case you specify shipping date we cannot guarantee to ship exactly on the date specified as we are often hindered by bad weather.

In writing us about your order, please sign your name the same as it was given on the order sheet, as this prevents confusion. Mention your order number if possible.

Advise us promptly should you change your address, giving both your old and new addresses.

Additional plants may be ordered at any time before the close of our shipping season.

We guarantee Kellogg Thorobred Plants to be true to name and free from insects and fungus diseases, and we guarantee to deliver them in first-class condition to the transportation company; however, we are not responsible for damage, loss or spoilage of plants caused by delay or mishandling of the plants while they are in the hands of the transportation company. Our responsibility for condition of plants ceases when they leave our hands.

Since so much depends upon the soil and care you give your plants and upon other conditions beyond our control, we do not in any way guarantee the crop.

We will not be responsible for inability to fill any order on account of shortage of plants, conditions resulting from an act of nature, labor situation, or any cause beyond our control.

In no event will we be responsible for more than the amount paid us for the plants.

It is mutually understood and agreed between customers and ourselves that all orders are placed and accepted in accordance with the terms and conditions herein provided.

1925

Beneath the variety names in each column below, are complete scales of prices of 25 to 1,000 plants. The price which appears opposite any given quantity of plants applies separately to each variety in that column, and not to a combination of varieties. For example, 200 plants of any one variety in column three are priced at \$2.70, but should you order 100 plants each of more than one variety in that column, the price of each 100 plants will be \$1.70. Regardless of how many varieties you may order, figure the price of each separately, the same as though you were ordering that one variety only. 500 plants, or more, of any one variety are sold at the thousand rate.

COLUMN 1 Standard Varieties	COLUMN 2 Standard Varieties	COLUMN 3 Standard Varieties	COLUMN 4 Everbearers	COLUMN 5 Everbearers	COLUMN 6 Everbearers
Aroma (B) Baverland (P) Senator Dunlap (B) Warfield (P) Gibson (P)	Glen Mary (B) Wm. Belt (B)	K. Premier (B) Dr. Burrill (B) Magic Gem (B) K. Prize (P) K. Big Late (P) Sionilli (B) K. Delicious (B) K. Marvel (B) Cooper (B)	Progressive (B) Superb (B)	Champion (B)	Kellogg's Perfection (B) Kellogg's Jewel (B)
25 plants ..\$.50 50 " .. .75 75 " .. 1.00 100 " .. 1.20 125 " .. 1.35 150 " .. 1.55 175 " .. 1.70 200 " .. 1.90 225 " .. 2.05 250 " .. 2.25 275 " .. 2.40 300 " .. 2.60 325 " .. 2.75 350 " .. 2.85 375 " .. 3.00 400 " .. 3.15 425 " .. 3.25 450 " .. 3.35 475 " .. 3.45 500 " .. 3.50 1000 " .. 7.00	25 plants ..\$.55 50 " .. .85 75 " .. 1.10 100 " .. 1.35 125 " .. 1.55 150 " .. 1.75 175 " .. 1.95 200 " .. 2.15 225 " .. 2.35 250 " .. 2.55 275 " .. 2.75 300 " .. 2.95 325 " .. 3.10 350 " .. 3.30 375 " .. 3.45 400 " .. 3.60 425 " .. 3.70 450 " .. 3.80 475 " .. 3.90 500 " .. 4.00 1000 " .. 8.00	25 Plants ..\$.70 50 " .. 1.05 75 " .. 1.40 100 " .. 1.70 125 " .. 1.95 150 " .. 2.20 175 " .. 2.45 200 " .. 2.70 225 " .. 2.95 250 " .. 3.20 275 " .. 3.45 300 " .. 3.70 325 " .. 3.90 350 " .. 4.10 375 " .. 4.30 400 " .. 4.50 425 " .. 4.65 450 " .. 4.75 475 " .. 4.90 500 " .. 5.00 1000 " .. 10.00	25 Plants ..\$1.40 50 " .. 2.10 75 " .. 2.80 100 " .. 3.40 125 " .. 3.90 150 " .. 4.40 175 " .. 4.90 200 " .. 5.40 225 " .. 5.90 250 " .. 6.40 275 " .. 6.90 300 " .. 7.40 325 " .. 7.80 350 " .. 8.20 375 " .. 8.60 400 " .. 9.00 425 " .. 9.30 450 " .. 9.50 475 " .. 9.80 500 " .. 10.00 1000 " .. 20.00	25 Plants \$1.75 50 " 2.65 75 " 3.50 100 " 4.25 125 " 4.85 150 " 5.50 175 " 6.10 200 " 6.75 225 " 7.35 250 " 8.00 275 " 8.60 300 " 9.25 325 " 9.75 350 " 10.25 375 " 10.75 400 " 11.25 425 " 11.60 450 " 11.85 475 " 12.25 500 " 12.50 1000 " 25.00	25 Plants \$3.50 50 " 5.25 75 " 7.00 100 " 8.50 125 " 9.75 150 " 11.00 175 " 12.25 200 " 13.50 225 " 14.75 250 " 16.00 275 " 17.25 300 " 18.50 325 " 19.50 350 " 20.50 375 " 21.50 400 " 22.50 425 " 23.25 450 " 23.75 475 " 24.50 500 " 25.00 1000 " 50.00

Back Yard Garden.....	\$3.25
Combination Garden	4.65
Grand Prize Garden	5.85
Big Four Garden	6.45
Everbearing Garden	6.45
Money-Maker Garden	9.45
Home Fruit Garden	6.85

One	\$0.65
Two	1.10
Three	1.50

Remember, a Dibble is given free with all Strawberry Garden orders, and with all other Strawberry Plant Orders amounting to \$5.00 or more.

	12	25	50	75	100	1000
Culbert, Red Raspberry..	\$1.10	\$1.75	\$2.45	\$3.10	\$3.75	\$31.50
Cumberland, Blk. Raspberry	1.10	1.75	2.45	3.10	3.75	More than 100
Eldorado, Blackberry.....	1.75	3.15	4.45	5.70	7.00	at 100 Rate

	1	6	12	25	50	75	100
Concord.....	\$.38	\$1.70	\$2.50	\$3.75	\$6.75	\$9.60	\$12.50
Niagara.....	.45	2.40	3.45	5.70	10.05	14.40	18.75
Moore's Early.....	.45	2.40	3.45	5.70	10.05	14.40	18.75
Worden.....	.45	2.40	3.45	5.70	10.05	14.40	18.75
Moore's Diamond.....	.45	2.40	3.45	5.70	10.05	14.40	18.75
Agawam.....	.45	2.40	3.45	5.70	10.05	14.40	18.75
Catawba.....	.45	2.40	3.45	5.70	10.05	14.40	18.75

Booked	Acknowledged	Our No.
O. K'd. by	R. M. Kellogg Company Three Rivers, Mich.	Aggregated
Verified by		Copied
Name <i>Very Plain in Ink</i>		Do not write in this space
P. O. State		
Rural Route No. or Street and No.		
Town for Express		
Ship on or about		
May We Substitute If Necessary? Please say "YES" or "NO" by marking X in the proper square. If you do not do this, we shall assume we are to make second choice if necessary.		Do not write in this space
YES <input type="checkbox"/>		
NO <input type="checkbox"/>		

[illegible]

If More Space Is Needed Continue List on Any Blank Piece of Paper

R. M. Kellogg Co., Three Rivers, Mich.